

WPAW GRAPHIC RESOURCES

Water Professionals Appreciation Week is Oct. 7-15, and we need your help making this week a success. This toolkit provides ways that your water agency and your employees can celebrate the valuable service that you provide your community.

We encourage you to use these sample social media posts along with the included graphics to spread the word about the amazing work water professionals do. We have included shorter form posts ideal for Twitter as well as longer form posts that work best on social media platforms like Facebook and LinkedIn.

LOGOS

WPAW logos are available in PNG and EPS with a transparent background.



WPAW Logo - Color



WPAW Logo - Color for dark background



WPAW Logo - White

BILL INSERT

Customize the bill insert with your agency logo. Size: 3.66" (h) x8.5" (w)

This PDF file is print ready and includes bleeds and crop mark. File format available in PDF and InDesign.



GRAPHIC ELEMENTS

These graphics are available in PNG with a transparent background that can be used in various print and digital materials.



I Love My Career Graphic - White

The blue background shown is not part of the graphic.



WPAW Love Graphic - White

The blue background shown is not part of the graphic.



I Love My Career Graphic - Color



WPAW Love Graphic - Color

VIDEO

Use this template to create your unique slideshow. You will need to use Microsoft PowerPoint to create the slideshow and convert it to a video. Please refer to the video customization instructions for more information.



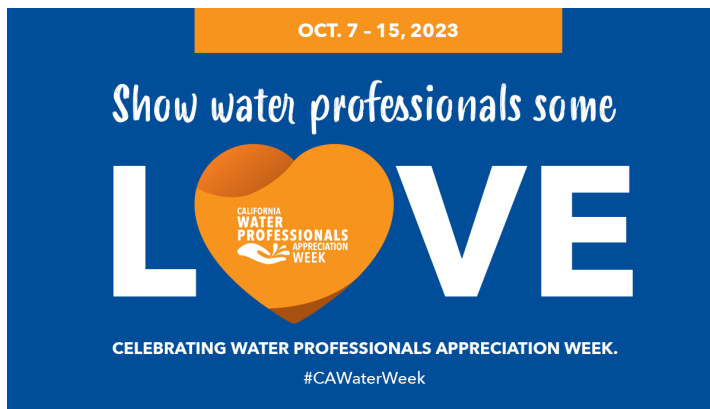
SOCIAL MEDIA GRAPHICS

All of the social media graphics are available in PNG. The customizable versions are also available in InDesign.

Hashtags to use:

- #WeAreCAWater
- #CAWaterWeek
- #CAWater
- #WorkForWater
- #ThankWaterPros

WPAW LOVE



Generic Version



Agency Version - Customizable with your agency logo

Twitter: Hear ye' hear ye'! We want the world to know how much we appreciate #CAWater professionals. No group is more deserving of recognition than the essential water workers who help to ensure our quality of life every day. #WeAreCAWater #CAWaterWeek

Facebook/LinkedIn/Instagram: Hats off to all of our professionals and other California water pros for the important work they do to keep water flowing safely and reliably to our communities. #WeAreCAWater #CAWaterWeek

WATER CAREER



Generic Version

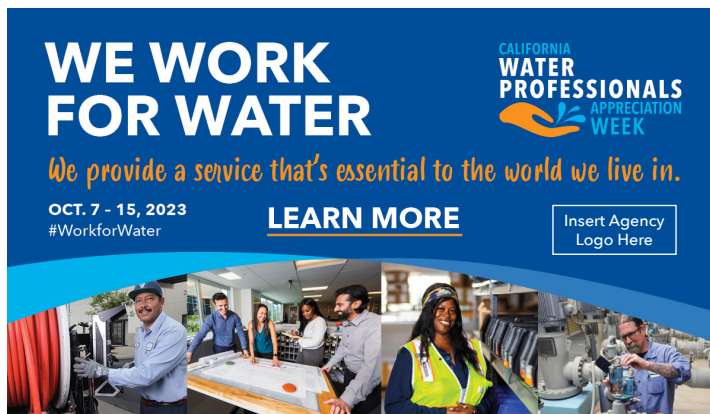


Agency Version - Customizable with your agency logo

Twitter: A career in #CAWater provides the opportunity to earn a good living and make a difference in your community. #WeAreCAWater #WorkForWater [\[Share a link to your agencies' employment opportunities page\]](#)

Facebook/LinkedIn/Instagram: Catch a NEW WAVE of career opportunities in California Water. Current openings: www.acwa.com/careers #WeAreCAWater #WorkForWater

WE WORK FOR WATER



Twitter: We are proud to #WorkForWater! Join us in celebrating Water Professionals Appreciation Week. #WeAreCAWater #CAWaterWeek

Facebook/LinkedIn/Instagram: Hats off to all of our professionals and other California water pros for the important work they do to keep water flowing safely and reliably to our communities. #WeAreCAWater #CAWaterWeek

THANK WATER PROS HASHTAG



Twitter: Shout out to our topnotch #CAWater pros. Their work ethic is unmatched, their dedication is next level and the work they perform is indispensable! #WeAreCAWater #CAWaterWeek #ThankWaterPros

Facebook/LinkedIn/Instagram: [Insert Agency Name] staff are dedicated water professionals who always rise to the occasion to ensure safe and reliable service, 24/7. Thank you [Insert Agency Name] employees! #ThankWaterPros #CAWaterWeek

I AM A WATER PROFESSIONAL



Using the I Am a Water Pro template, share the stories of your employees including why they chose a career in water, what they love most about their job, and any other part of their water professional story! These posts can be shared on employees' social media accounts as well as the district's social media accounts. Customize the graphic with your agency logo, photo and quote. Template format available in PowerPoint and InDesign.

OTHER SAMPLE SOCIAL POST

Twitter: We love working to ensure and deliver safe, reliable water to our community. #WeAreCAWater #CAWaterWeek #EssentialWorkers

Facebook/LinkedIn/Instagram: Happy Water Professionals Appreciation Week! Whether it's working with customers out in the field, collecting and analyzing samples in the lab, or shaping complex policies and regulations, there is a place in California's water industry for anyone interested in managing and protecting this life-sustaining resource. A career in California water provides a great opportunity to earn a good living and make a difference in your community. Check out available careers by visiting: www.acwa.com/careers. #WorkForWater #CAWaterWeek

CUSTOMIZATION

If you need additional help with customizing these resources, please email ACWA Communications Specialist Katherine Causland at katherinec@acwa.com.